

ORDER



Orders
Order / Rev: 701803 - 3
Alt Order #: 06249831
Product Desc: DFND JSTCE FR PLTCS
Estimate: 1547
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 07/24/12 / 10/23/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: New Media Firm, The/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Defend Justice from Politics
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	23	\$54,000.00	\$45,900.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$54,000.00	\$45,900.00	0.00
Totals	23	\$54,000.00	\$45,900.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	10%	\$54,000.00
Market	100%	\$540,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	25%	\$135,000.00
WFTS	25%	\$135,000.00
WMOR	3%	\$16,200.00
WTOG	2%	\$10,800.00
WTTA	2%	\$10,800.00
WTVT	27%	\$145,800.00
WVEA	0%	\$0.00
WWSB	6%	\$32,400.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	11/02/12	11/02/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
10 NEWS-12P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$1,800.00 0.00															
7	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

Order / Rev: 701803 - 3
Alt Order #: 06249831
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Defend Justice from Politics
Product Desc: DFND JSTCE FR PLTCS
Estimate: 1547
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
10	WTSP	11/05/12	11/05/12	M-F 530-6p 10 News at 530p	CM	530-6p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,100.00		0.00			
11	WTSP	11/05/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$5,200.00		0.00			
12	WTSP	11/03/12	11/03/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	:30	1	\$800.00	P-2	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/29/12-11/04/12		Sat 6-630p			Sat 6-630p	-----Sa--	:30	(\$800.00)		0.00	NM		
Credited [mg line 32]															
14	WTSP	11/04/12	11/04/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$1,400.00	P-2	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/29/12-11/04/12		Sun 630-7p			Sun 630-7p	-----Su	:30	(\$1,400.00)		0.00	NM		
Credited [mg line 32]															
17	WTSP	11/01/12	11/01/12	Price Is Right Price Is Right	CM	11a-12p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,800.00		0.00			
19	WTSP	11/01/12	11/01/12	M-F 530-6p 10 News at 530p	CM	530-6p	---T---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,100.00		0.00			
22	WTSP	10/30/12	10/30/12	Price Is Right Price Is Right	CM	11a-12p	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,800.00		0.00			
23	WTSP	10/30/12	10/30/12	M-F 3-4p Let's Make a Deal	CM	3-4p	-T-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,100.00		0.00			
25	WTSP	10/30/12	10/30/12	M-F 530-6p 10 News at 530p	CM	530-6p	-T-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,100.00		0.00			
26	WTSP	10/30/12	10/30/12	7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$5,200.00		0.00			

Order / Rev: 701803 - 3
 Alt Order #: 06249831
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Defend Justice from Politics
 Product Desc: DFND JSTCE FR PLTCS
 Estimate: 1547

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	WTSP	10/31/12	10/31/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$1,800.00		0.00			
30	WTSP	10/31/12	10/31/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--W----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$1,100.00		0.00			
31	WTSP	10/31/12	10/31/12	7-730p Wheel of Fortune	CM	7-730p	--W----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$5,200.00		0.00			
32	WTSP	11/03/12	11/03/12	Gators Special Gators Special	CM	Gators Special	-----S-	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$1,100.00		0.00			
33	WTSP	11/02/12	11/02/12	Y&R Young and the Restless	CM	1230-130p	----F--	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$2,200.00		0.00			
34	WTSP	11/02/12	11/02/12	M-F 530-6p 10 News at 530p	CM	530-6p	----F--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$1,100.00		0.00			
35	WTSP	11/02/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$1,800.00		0.00			
36	WTSP	11/02/12	11/02/12	7-730p Wheel of Fortune	CM	7-730p	----F--	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$5,200.00		0.00			
37	WTSP	11/05/12	11/05/12	Y&R Young and the Restless	CM	1230-130p	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$2,200.00		0.00			
38	WTSP	11/01/12	11/01/12	Y&R Young and the Restless	CM	1230-130p	---T---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$2,200.00		0.00			
39	WTSP	11/01/12	11/01/12	7-730p Wheel of Fortune	CM	7-730p	---T---	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$5,200.00		0.00			
40	WTSP	10/31/12	10/31/12	Price Is Right Price Is Right	CM	11a-12p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$1,800.00		0.00			
													Totals	23	\$54,000.00